

ATPATH AUTOMATION SERVER: Speeds Up Data Collection and Automates Workflow Process for Shanghai Broadband Network inc – Fudan New English Program

Innovative e-learning

Shanghai Broadband Network Inc. (SBN - www.shanghaibband.com) provides online education and online/offline blended learning services exploiting the convergence of IT and education in China. By using innovative technologies, SBN combines modern computers with multimedia capabilities with high-speed networks and top-level academic programs resulting in high quality interactive e-learning and online education.

Working in partnership with the Distance Education Network College of Fudan University, Shanghai's leading university and Shanghai Telecom, Shanghai Broadband provides ESL training under the "Fudan New English" educational Brand (www.ie21.com.cn).

Improve Customer Service by Technology

To support the rapidly growing numbers of both online and offline training centre based students, SBN needs to reduce the time in processing documents by staff and streamline the processes that students need to complete, in order to ensure high quality support. "We aim to provide our students with not only the best education experience in the market, but also a high quality support and administration service, while at the same time carefully controlling overhead costs in SBN" said Graham Brant, Vice President and COO of SBN / Executive Chairman and President of SBN's parent Company Asia Broadband Network Inc. (www.asiabband.com).

ATPATH Technologies has been selected by SBN as the platform on which to build the customer service platform for all of SBN's programs, including Fudan New English. All steps related to the academic study process will be able to be completed via the Internet and save time for both students and SBN staff.

ATPATH Automation Server transforms tedious and time-consuming data collection into accurate and reliable online information. By digitizing, standardizing, and automating data collection, student's information is stored in the database and updated automatically. ATPATH and SBN estimate that a two-third's time saving can be achieved in processing information this way when compared to the traditional paper-driven process. Good quality support is

ving student retention.

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*Graham Brant
Vice President, COO of SBN
Executive Chairman, President
of SBN's Parent Company
Asia Broadband Network Inc.*

"ATPATH Automation Server's all web-based architecture requires no installation. Students can access the system through a web browser, which helps to speed up the data collection process without creating inconvenience to students."

*Esmond Lo
Managing Director
ATPATH Technologies Limited*

According to Esmond Lo, Managing Director of ATPATH Technologies, "ATPATH Automation Server's all web-based architecture requires no installation. Students can access the system through a web browser, which helps to speed up the data collection process without creating inconvenience to students."

Add-on Value

In addition, ATPATH Automation Server brings in extra value. It is designed for multi-lingual system environment that supports English, Chinese Traditional and Simplified and other languages. Student can choose which language according to their preference.

"We believe that a smooth flow of the course is ensured through the streamlining and automation service from ATPATH Automation Server", Graham concludes, "which is necessary for a world class online education program."

For More Information

For more Information and query about ATPATH Technologies and its products and services, please contact the Hong Kong head quarters at (852) 2856-3801. To access information over the Web, please visit the corporate website, <http://www.atpath.com>